

## Crowdfunding with USEED, Building a Culture of Philanthropy

### About the Presenters



**Suzanne Bristol** serves as the Director of Development for the Dallas County Community College District Foundation. She is responsible for employee giving, annual fund, alumni relations and crowdfunding efforts for the District. She formerly served as the stewardship specialist for the Dallas Zoo and as a database consultant for the Smithsonian Museum of Natural History in Washington, DC. Suzanne holds a Masters of Arts in Museum Studies and a Bachelor of Arts in Art History and Corporate Communications and Public Affairs.



**Ross Sylvester** is an entrepreneur, technologist, and the CEO of USEED. USEED is a digital fundraising software and service company that helps schools build cultures of philanthropy. Some 33,000 donors have donated more than \$4.1M across 478 campaigns on the USEED platform. Ross received his Bachelor of Science in Marketing from the University of Delaware – Lerner College of Business and Economics.

## Crowdfunding with USEED, Building a Culture of Philanthropy at DCCCD

Suzanne Bristol, DCCCD & Ross Sylvester, USEED  
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### Can you help us?

“Hi, I’m Coach Brown with the baseball team. We need new baseballs, but the college doesn’t have any room in its budget. Can you help us?”

“This is Pat Lee, I’m a student at the college and I’m part of the Sustainability Club. We’d like to start a garden on campus and we’d like to fundraise for it. What can we do?”



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### About DCCCD

District:  
District made up of seven independently accredited colleges  
Enroll 123,000 students annually  
More than 7,000 full- and part-time employees  
Budget of \$559 million

Foundation:  
501c3 arm of the district  
15 full-time and 2 part-time staff



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### Why crowdfunding?

Peer-to-peer fundraising wins non-donors  
Culture of Philanthropy - Experience drives empathy  
Viral Factor  
Urgency increases participation



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### Crowdfunding@DCCCD

Launched program in 2015  
Cumulative Results  
• 12 campaigns  
• \$82,885 dollars raised  
• 700 donors  
• 120 Program Participants (Students and Faculty)



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### Why USEED?

Personal advising for every team of fundraisers  
The platform is user friendly and easy to understand  
Built-in application and campaign management process  
User Roles that empower you with full control over the content



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### About USEED / Philosophy

Founded in 2011, 64 Partners  
 Run over 478 crowdfunding campaigns  
 Digital fundraising software - crowdfunding, giving day, cause pages - and services to help schools develop a culture of giving on campus  
 Proud to be the Digital Fundraising Partner of The League for Innovation in the Community College  
 We believe philanthropic experiences can transform philanthropy




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### Why Crowdfunding Matters to Community Colleges

Effective model for engaging non-donors  
 Storytelling engine to surface new major gift prospects  
 Value-add to community




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### Phase of a Crowdfunding Program

1. Embark
2. Establish
3. Target




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Phase 1: Embark

- 1. Leadership Buy In
- 2. Crowdfunding Program Team
- 3. Technology and Services Vendor
- 4. Program Governance
- 5. Campaign Acquisition




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Phase 2: Establishing Your Program

- 1. Application
- 2. Interview
- 3. Campaign Approval (foundation and college president)
- 4. Build Campaign Page
- 5. Launch Approval (foundation and college president)
- 6. Live Campaign for 30-days
- 7. Donor Stewardship
- 8. Campaign Stewardship




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USEED Training

Approved Funding Goal = # Team Members x \$500




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### 5-Step Storytelling Process

1. Main Character(s): The Hero(s) Behind Your Cause
2. Call to Adventure: The Reason You Are Taking Action
3. Promised Land: What You Are Seeking to Achieve
4. Obstacles: What Is Getting In Your Way
5. Appeal: Your Ask + Impact Promise




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### Phase 3: Targeting Your Efforts

Success creates more success.




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### Example Campaigns

1. Campus Garden
2. Athletic Support
3. Endowed Scholarships




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**Brookhaven College  
Windmill Garden**

**\$9,139**  
raised of \$7,000 goal

**140**  
supporters

**0**

The native plant and pollinator garden at Brookhaven College will be forever grateful for our college and community to learn, share and connect with nature. This vital resource will provide habitat for valuable

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**Eastfield Men's Baseball**

**\$7,105**  
raised of \$5,000 goal

**72**  
supporters

**0**

We are the Eastfield College Men's Baseball Team. We are seeking to inspire your support and generous contributions to help our baseball team fund travel expenses, equipment, maintenance supplies, uniforms and practice gear.

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**Nathan Young Texas  
ProStart Culinary Arts  
Endowment**

**\$25,511**  
raised of \$25,000 goal

**112**  
supporters

**0**

Nathan Young, recent El Centro College graduate, son, co-worker,

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### Benefits to DCCCD Colleges

Project keeps 100% of proceeds  
 USEED provides training and hands on support throughout the campaign  
 Can be done quickly  
 Don't have to use college vendors/purchase processes




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### Benefits to DCCCD Foundation

Access to detailed reports and donor information  
 Frees staff time to focus on District priorities  
 Builds a culture of philanthropy




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### What's Next

Introducing *Funderbolt*  
 1. Campaign Management Software  
 2. Advocacy System  
 3. Email Scheduling




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## Thank You! Questions?

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Ross Sylvester, [ross@useed.org](mailto:ross@useed.org)



**The Foundation**  
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT



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